



JRW
/A

PATENT
Customer No. 81,331
Attorney Docket No. 10761.1527-00

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:)
Stephen DULL et al.) Group Art Unit: 3623
Application No.: 10/804,720) Examiner: Brandi P. Parker
Filed: March 19, 2004) Confirmation No. 7513
For: BRAND VALUE MANAGEMENT)

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

RESPONSE TO RESTRICTION REQUIREMENT

In a restriction requirement dated August 18, 2008, the Examiner required restriction under 35 U.S.C. § 121 between Group I, consisting of claims 1-17; Group II, consisting of claim 18; and Group III, consisting of claims 19-26. By this response, Applicants provisionally elect to prosecute Group I, consisting of claims 1-17, and characterized by the Examiner as "drawn to a method for quantifying brand development opportunities." Restriction Requirement, p. 2.

This response is timely because it is filed concurrently with a Petition for Extension of Time by two months, bringing the due date for response to November 18, 2008.

Please grant any extensions of time required to enter this response and charge
any additional required fees to our Deposit Account No. 06-0916.

Respectfully submitted,

FINNEGAN, HENDERSON, FARABOW,
GARRETT & DUNNER, L.L.P.

Dated: October 30, 2008

By: 
Erika H. Arner
Reg. No. 57,540